

ORDER



Orders

Order / Rev: 704439

Alt Order #: 06262835

Product Desc: NOW OR NEVER PAC

Estimate:

Flight Dates: 08/05/12 - 08/06/12

Original Date / Rev: 08/03/12 / 08/03/12

Order Type: Political

KSDK

Primary AE: Kristin Waskie

Sales Office: T-PHI

Sales Region: NAT

Agency Name: Media Placement Technologies/ POL

Buying Contact:

Billing Contact:

500 N Washington St Suite 303

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser Name: Now or Never Pac

Demographic: A35+

Product Codes: IS-Issue/Non Ballot

Priority: P-1

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	2	\$20,000.00	\$17,000.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	2	\$20,000.00	\$17,000.00	0.00
Totals	2	\$20,000.00	\$17,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	47%	\$20,000.00
Market	100%	\$42,553.19

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	36%	\$15,319.15
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	17%	\$7,234.04
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	08/05/12	08/05/12	Olympics Prime Olympics Primetime	CM	Olympics Primetime	-----S	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week: 07/30/12		08/05/12	-----S	1		\$10,000.00		0.00							
E 2	KSDK	08/06/12	08/06/12	Olympics Prime Olympics Primetime	CM	Olympics Primetime	M-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					

Order / Rev: 704439
Alt Order #: 06262835
Flight Dates: 08/05/12 - 08/06/12

Advertiser: Now or Never Pac
Product Desc: NOW OR NEVER PAC
Estimate:

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSDK	08/06/12	08/06/12	Olympics Prime Olympics Primetime	CM	Olympics PrimetimM- - - - -	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	M- - - - -			1		\$10,000.00		0.00			
												Totals	2	\$20,000.00